

# Creative Brief

## Project: Nail Art Website

★ Overview: The website will be sort of a journey through the trends and innovations in manicures, as well as the history and social implications of nail art through various time periods/places/cultures etc. It'll also include a style guide for users who are looking for a design for their nails.

★ Resources:

[https://en.wikipedia.org/wiki/Artificial\\_nails](https://en.wikipedia.org/wiki/Artificial_nails)

[https://en.wikipedia.org/wiki/Nail\\_art](https://en.wikipedia.org/wiki/Nail_art)

[https://www.harpersbazaar.com/beauty/nails/a44380670/nail-a  
rt-history/](https://www.harpersbazaar.com/beauty/nails/a44380670/nail-art-history/) Pinterest

★ Audience: The audience could include a large range of people, as nail art is becoming more popular. However, the more elaborate designs are more commonly worn by younger women of color.

★ Message: Presenting nail design as an form of cultural expression through art and fashion

★ Tone: I think the tone should be pretty informational, but not too serious since the site is about creativity and whatnot...

★ Visual Style: Glamorous + colorful. Designs and styles laid out similarly to nail polish swatch books at the nail salon. I think "The Book of Hov" website is a good example of how this can work on a screen. I also like the retro style of some of the images attached. I think these styles could be combined to make a vintage catalog-type vibe..



THE BOOK OF R&B

SECTION 1 Introduction SECTION 2 A Work of Art Already

CONTINUOUSLY UPDATING VIDEO FROM THE RELEASES OF THE R&B 500 ALBUMS

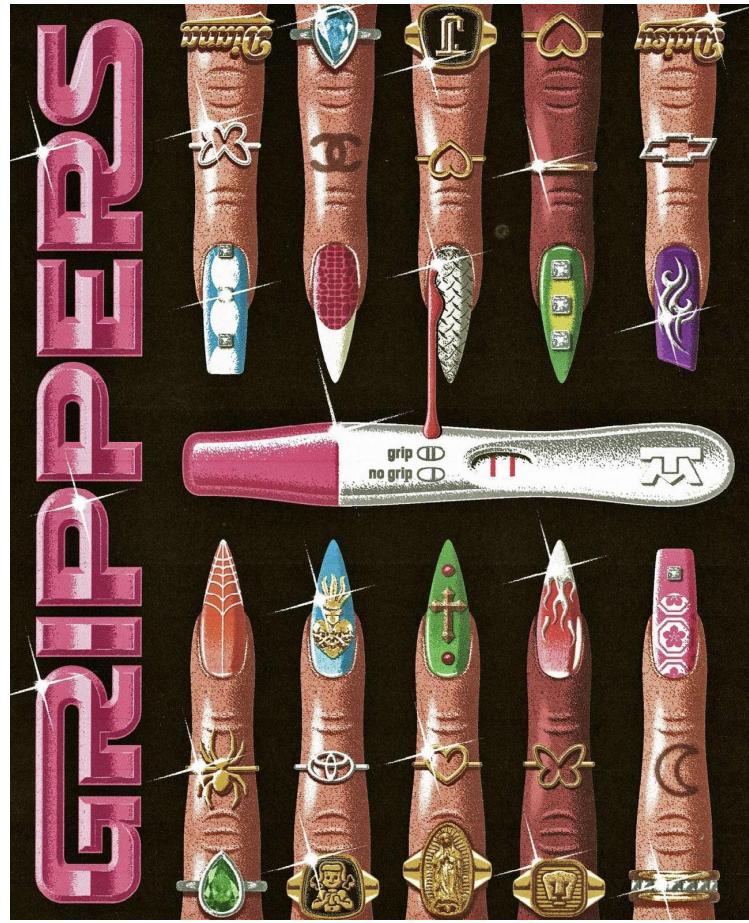
INDEX TABLE OF CONTENTS ABOUT THE EXHIBITION SEARCH EN | ES

# The Book

Begin Your Journey

THE BOOK OF R&B INDEX TABLE OF CONTENTS ABOUT THE EXHIBITION SEARCH EN | ES

Begin Your Journey



## Get Your Nails Together.

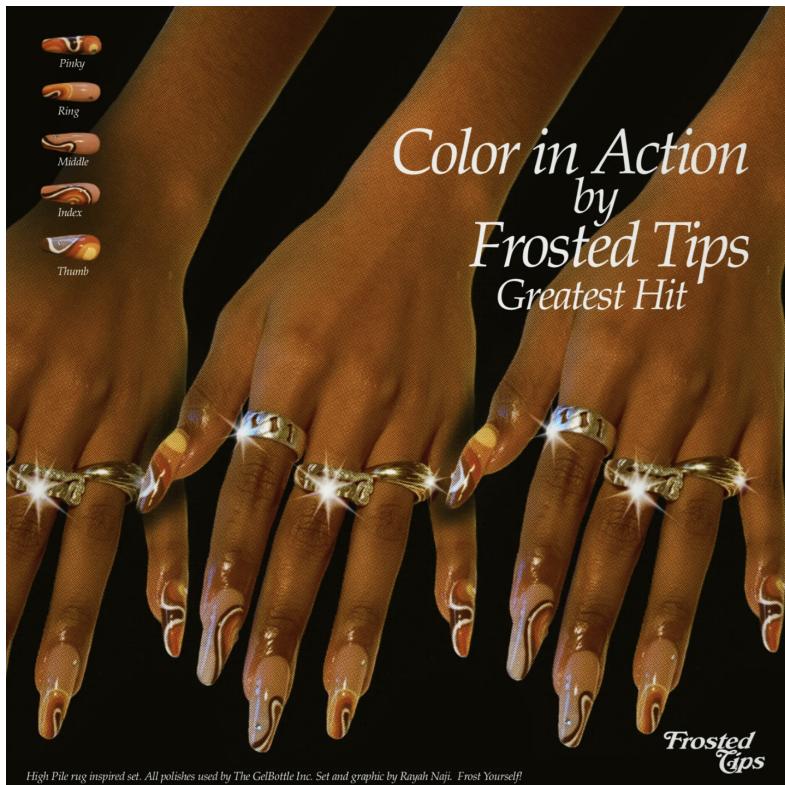
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If you're like me, you want a nail tech that does more than just paint your nails. That's why you should book with Frosted Tips. Not only do we do the cleanest sets, we put love and care into our hand painted designs. No matter how long it takes. The proof is in the frosting!



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Tips**

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Caps

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